

Guidance – Marketing and Publicity

There are many avenues you could use to market and publicise your community support project. See below for a few tips on how to promote your project to your local community.

- Posters displayed within your community and flyers delivered to every household is an excellent way to target your audience, whether it be recruiting volunteers or advertising the services you are offering. Templates for both flyers and posters are provided on the Help My Street landing page. These Word templates are editable to allow for individual project requirements.
- Make use of community noticeboards for displaying posters.
- Advertising through social media is very effective. This could be using Facebook either publicising through existing groups or setting up a Facebook page specifically for the project. Twitter and Instagram are also effective but probably used less so by older members of the community.
- Promote the project in local newsletters and newspapers. Parish and School newsletters, as well as church news sheets, are ideal publications for spreading the word.
- Use the local medical centres, dentists, library, and vets for displaying your flyers and posters.
- Approach local businesses to display your publicity and to spread the word about your community support project.
- Consider making a small presentation to local community groups such as the WI, U3A, WEA book clubs, etc.
- Have a presence at community events such as fetes, markets, and fundraising days.
- Advertise on your local council website, with the project contact details. Inform church groups, Citizen's Advice Bureau, and Social Care providers.

It is important that as many members of your community can have access to information about your support project. Continue marketing to ensure as many people are aware as possible of what the project provides.